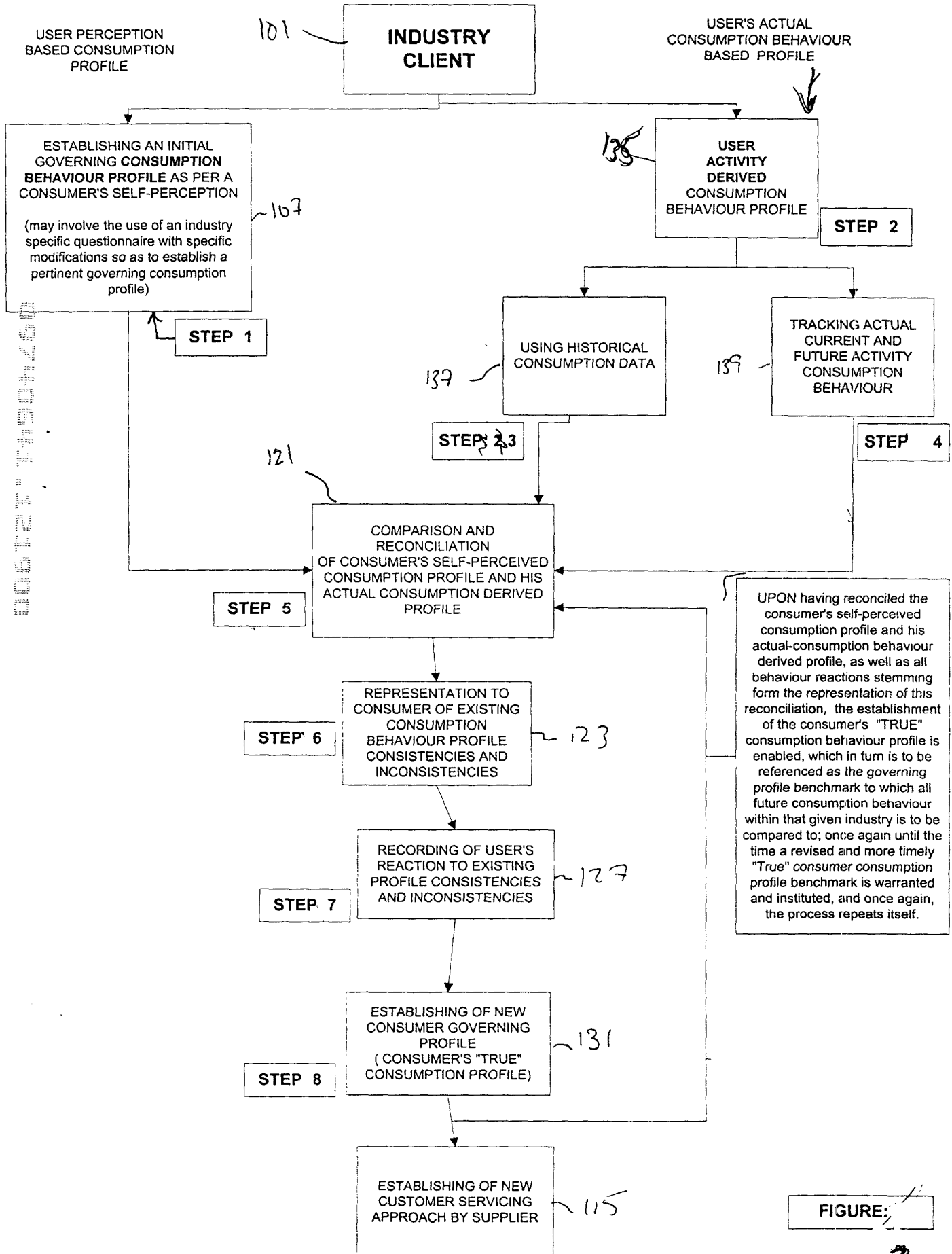
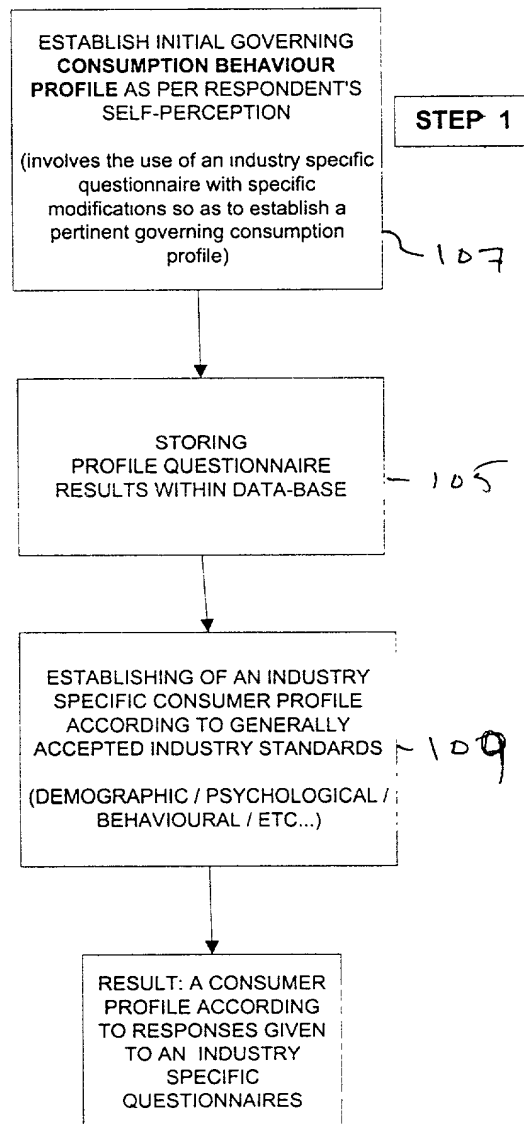


```

graph TD
    Client[Client 12] --- Web((WEB 32))
    Web --- IE[Industry Environment 30]
    IE --- TA[Tracking Application monitoring 28]
    IE --- DB[(Database 34)]
    IE --- IPQ[Industry Profile Questionnaire 14]
    TA --- ABP[Actual Behaviour Profile within Industry 26]
    DB --- IPP[Industry Perceived Profile 16]
    ABP --- ADP[Activity Derived Profile 24]
    ADP --- PM((Profile Matching 18))
    IPP --- PM
    PM --- RL[Reaction Log 20]
    RL --- NGP[New Governing Profile 22]
  
```

FIGURE: 1





FIGURE

3

135



4

09/06/11 13:00
00:02:14.904/60

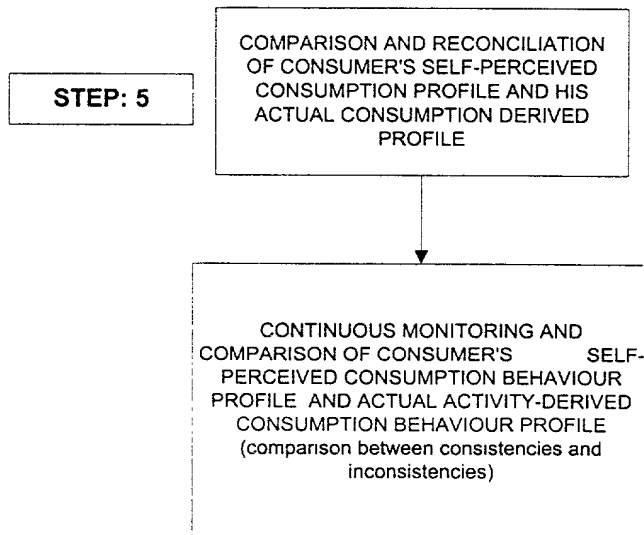


FIGURE: 5

REPRESENTATION TO
CONSUMER OF EXISTING
CONSUMPTION BEHAVIOUR
PROFILE CONSISTENCIES AND
INCONSISTENCIES

STEP: 6

LOGGING AND
REPORTING OF PROFILE
CONSISTENCIES AND
INCONSISTENCIES
CONTINUOUSLY AS THEY
OCCUR

LOGGING AND
REPORTING OF PROFILE
CONSISTENCIES AND
INCONSISTENCIES AT
PREDETERMINED TIME
FRAMES

LOGGING OF PROFILE
CONSISTENCIES AND
INCONSISTENCIES.
HOWEVER, ONLY
PRESENTED UPON
REQUEST BY THE SUPPLIER
AND / OR USER

PRESENT TO USER
PROFILE DERIVED AS
BASED ON **ACTUAL**
CONSUMPTION
ACTIVITY

AND

PRESENT TO USER PROFILE
DERIVED AS BASED ON
PROFILE RESULTING FROM
USER'S SELF-PERCEIVED
CONSUMPTION PROFILE

ALLOW USER TO SELF-
IDENTIFY PROFILE
CONSISTENCIES AND
INCONSISTENCIES

MAY OR MAY NOT BE APPLIED

ATTRIBUTE A RELATIVE WEIGHT
COEFFICIENT (AS PER INDUSTRY SPECIFIC
STANDARDS) TO SOME OR ALL
CONSISTENCIES AND INCONSISTENCIES
EXISTING BETWEEN THE CONSUMER'S
SELF-PERCEIVED CONSUMPTION PROFILE
AS COMPARED TO THE CONSUMER'S
ACTUAL CONSUMPTION DERIVED PROFILE

ESTABLISH AND
DEMONSTRATE
CONSISTENCIES AND
INCONSISTENCIES BETWEEN
RESPONDENT'S SELF
PERCEIVED PROFILE AND
ACTIVITY DERIVED
CONSUMPTION BEHAVIOR
PROFILE

FIGURE: 6

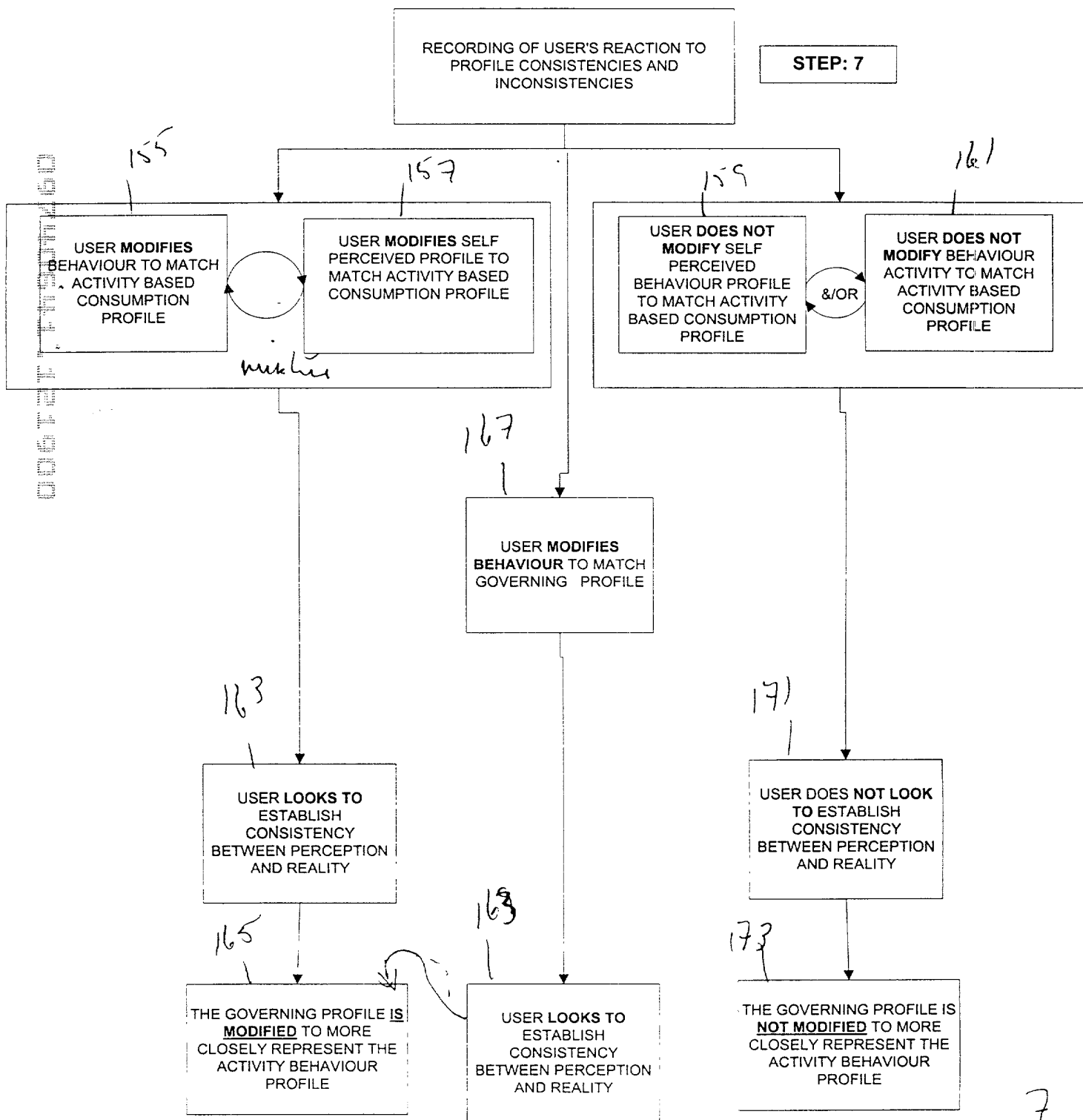


FIGURE 7

09740641.121900

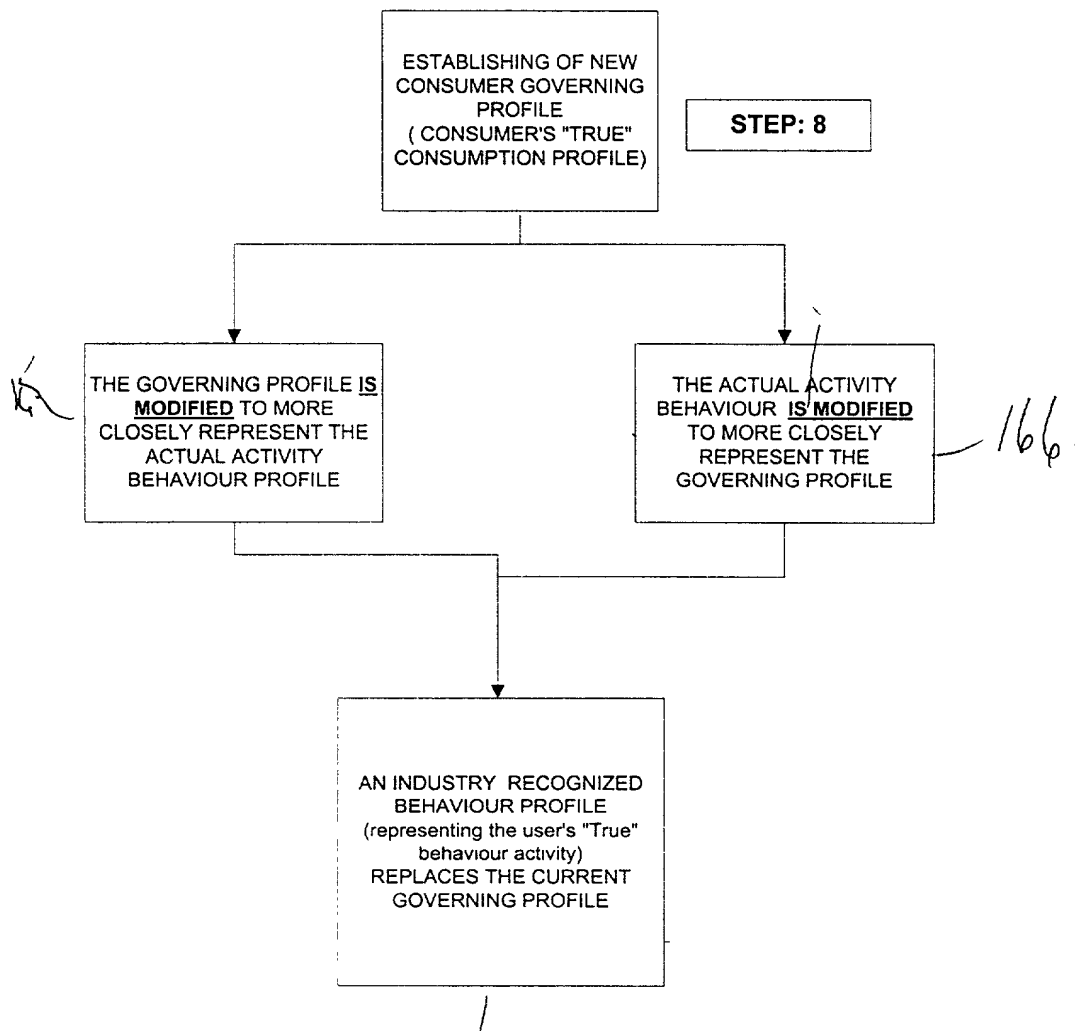


FIGURE 8